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OCT 26 2004

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

U.S. Serial No. 09/533,842

Applicants: Michael H. Ficco

Filed: 3/23/2000

TC/AU: 2611

Examiner: Andrew Koenig

Docket No.: PD-990219

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) addressed to: Mail Stop AF

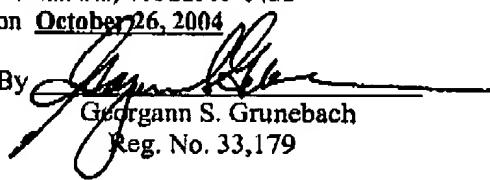
Commissioner for Patents

) P.O. Box 1450

Alexandria, VA 22313-1450

) on October 26, 2004

) By

 Georgann S. Grunebach

Reg. No. 33,179

**CUSTOMER NO. 020991**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

RESPONSE TO THE OFFICE ACTION DATED AUGUST 26, 2004

Dear Sir:

Please enter the following amendments and consider the following remarks.

The Status of the Claims is reflected in the listing of claims that begins on page 2 of this paper.

Remarks begin on page 7 of this paper.

OCT 26 2004

# FAX COVER SHEET



Attention: Examiner: Andrew Y. Koenig

Supervisory Examiner: Christopher Grant

UNITED STATES PATENT AND TRADEMARK OFFICE

Fax: (703) 872-9306

Examiner: Andrew Y. Koenig

Phone (703) 306-0399

Supervisory Examiner: Christopher Grant

Alt: (703) 305-4755

Pages: Cover + 1+8 = 10

Date: October 26, 2004

**Certificate of Transmission**

From: Georgann S. Grunebach, Reg. No. 33,179

Fax: (310) 964-0941

Georgann S. Grunebach  
Assistant General Counsel DIRECTV

Phone (310) 964-4615

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Commissioner for Patents:

Please see attached documents RE: 09/533,842.

- > Amendment After Final Transmittal
- > Amendment Response to PTO Communication of 8/26/2004

**PLEASE ACKNOWLEDGE RECEIPT OF THIS TRANSMISSION**

If you do not receive all pages, or pages are not clear, please call Karen Lum at (310) 964-0735.

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OCT 26 2004

PATENT  
Docket No. PD-990219  
CUSTOMER NO.: 020891

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Michael Ficco

Serial No. 09/533,842

Filed: March 23, 2000

For: BROADCAST ADVERTISEMENT ADAPTING METHOD  
AND APPARATUS

Date: October 26, 2004

Group Art Unit: 2611

Examiner: Koenig, Andrew Y.

TRANSMITTAL LETTER FOR AMENDMENT AFTER FINAL

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir: Transmitted herewith is an amendment in the above-identified application.

Applicant petitions for an extension of time for () to respond to the Office Action dated August 26, 2004. If an additional extension of time is required, please consider this a petition therefor.

An extension for \_\_\_\_\_ months(s) has already been secured; the fee paid therefor of \_\_\_\_\_ is deducted from the total fee due for the total months of extension now requested.  Extension fee due with this request \$ \_\_\_\_\_

Applicant believes that no extension of time is required to respond to the Office Action dated August 26, 2004. However, this conditional petition is being made to provide for the possibility that applicant has inadvertently overlooked the need for a petition for extension of time.

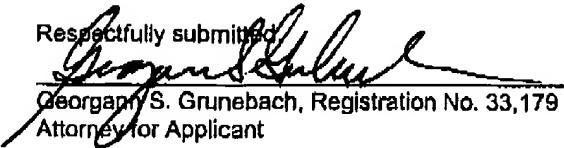
No additional fee for claims is required.

The fee for claims has been calculated as shown below:

CLAIMS AS AMENDED						
	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE	ADDITIONAL FEE	
TOTAL CLAIMS	38	minus	39*	= 0	x \$ 18.00	\$ -0-
INDEPENDENT CLAIMS	2	minus	3**	= 0	x \$ 88.00	\$ -0-
MULTIPLE DEPENDENT CLAIMS				0 +	\$ 300.00	\$ -0-
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:						
					\$ -0-	

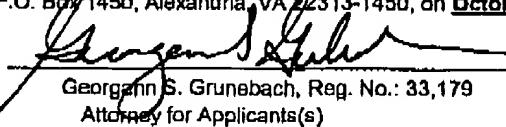
Charge \$-0- to Deposit Account No. 50-0383 of Hughes Electronics Corporation, El Segundo, California. Please charge any additional fees for claims or credit overpayment to Deposit Account No. 50-0383. If any additional extension fee is required, please charge to Deposit Account No. 50-0383.

Respectfully submitted,

  
Georgann S. Grunebach, Registration No. 33,179  
Attorney for Applicant
Certification of Facsimile Transmission UNDER 37 CFR 1.8

I hereby certify that the correspondence identified above is being facsimile transmitted to (703) 872-8306 (Centralized Facsimile Number), addressed to: Mail Stop AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on October 26, 2004.

The DIRECTV Group, Inc.  
Patent Docket Administration  
Bldg. R11, M/S A109  
PO Box 956  
El Segundo, CA 90245-0956  
Telephone: 310/984-4615  
Date: October 26, 2004

  
Georgann S. Grunebach, Reg. No.: 33,179  
Attorney for Applicants(s)

October 26, 2004

Date

\* If less than 20, insert 20

\*\* If less than 3, insert 3